

at deadline

FCC Shreveport Tv Grant Goes to Don George Group

FINAL decision upholding examiner's proposal to grant ch. 12 at Shreveport, La., to Shreveport Television Co., owned by local theatreman Don George and other businessmen, issued by FCC Friday. Competing bids of KRMD there and Southland Television Co. were denied. Shreveport Television is to take over KSLA (TV), interim station operated by all three contestants jointly under special FCC authority pending outcome of litigation.

Commission preferred Shreveport Television over KRMD and Southland on basis of assurance that program proposals would be carried out and diversification of mass media control. KRMD owner T. B. Lanford also has interests in KPLC-AM-TV Lake Charles, La., KALB-AM-TV Alexandria, La., WSLI Jackson, Miss., and KRRV Sherman, Tex. Southland principals own KCIJ Shreveport and WMRY and WCKG (TV) New Orleans.

In separate opinion concerning Shreveport ch. 3 case, FCC denied petition by KWKH there for reconsideration of final decision awarding ch. 3 to KTBS Shreveport. FCC admonished KWKH for "repetitious" charges that principal KTBS witness committed perjury, terming charges "reckless and unsupported." FCC also criticized "petitioner's assertions and insinuations" that Commission did not give "fair, impartial" consideration to evidence.

Second Television Outlet Authorized in Bismarck, N. D.

SECOND tv station for Bismarck, N. D., granted by FCC majority Friday to John W. Boler's North Dakota Bcstg. Co. over dissents by Comrs. Frieda B. Hennock and Robert T. Bartley. Facilities: ch. 12, ERP 13.2 kw visual, antenna 310 ft. above average terrain.

Originally planned as satellite to ch. 4 KXJB-TV Valley City, N. D., also Boler outlet, Bismarck station bid was amended May 13 to specify local live and networks (CBS, DuMont) after protest by ch. 5 KFYZ-TV Bismarck over newspaper ads by proposed Boler station concerning "live" program plans. In dissent, Comr. Bartley feared "public may have been imposed upon in this case" and concluded from lack of specific program details in amended application "it does not appear that the public . . . will be getting what they were promised by the applicant." Boler interests also include ch. 13 KCJB-TV Minot and KSJB Jamestown, N. D.

WAKE to Rounsaville

ROBERT W. ROUNSAVILLE, postwar broadcaster who has run up ownership string to seven ams and three tvs (only one of which is on air), has taken five-year option on CBS-affiliated WAKE Greenville, S. C. (5 kw on 1440 kc), with price \$125,000 as of now but variable over five years, B•T learned Friday. If he should exercise option, Mr. Rounsaville will have to sell one of his present ams—WQXI Atlanta, WLOU Louisville, WCIN Cincinnati, WMBM Miami Beach, WWOK Charlotte, WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethton, Tenn. Mr. Rounsaville also owns ch. 36 WQXI-TV Atlanta, on air, and grants for ch. 41 WQXL (TV) Louisville and ch. 54 WQXN (TV) Cincinnati.

1.4 MILLION WORDS

AFTER compiling transcript of at least 1.4 million words, testimony and evidence in FCC's controversial license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was concluded Friday morning and record may be closed this week after arguments on various technical pleadings, including motion by Lamb counsel to strike testimony of William Garfield Cummings, FCC's initial witness (early story page 104). Hearing started last September. Making final appearance Friday, Mr. Lamb firmly said, "I do not retract a single statement made to this Commission." He affirmed anew "with all the vigor at my command" his earlier anti-communist avowals.

Eastern Writers Guild Approves Freelance Pact

MEMBERSHIP of Writers Guild of America East approved contract covering freelance writers of "live" tv scripts for ABC-TV, NBC-TV and CBS-TV, and advertising agencies and program packagers. Contract will extend through March 31, 1958, and will become effective in "few weeks" when similar pact covering radio writers is expected to be approved.

Contract establishes certain minima for various types of programs. One-hour rates are: commercial, \$1,100; sustaining, \$785; commercial adaptation, \$815; sustaining adaptation, \$575. Half-hour rates are: commercial, \$700; sustaining, \$485; commercial adaptation, \$500; sustaining adaptation, \$375. Special rate is set up for serial program running more than week, with following minima for five-time, 15-minute weekly show: commercial, \$1,270; sustaining, \$890; commercial adaptation, \$750; sustaining adaptation, \$535. Other provisions specify schedule for comedy writers on term basis; payment for outlines of \$100 to be applied against script free, and re-opening of contract two years from effective date.

Case-by-Case Procedure Urged in Intercity Relays

LET station decide whether to use AT&T off-air transmission or build own intercity relay, both NARTB and RETMA told Commission Friday at deadline for filing comments on FCC proposal to relax rules regarding tv intercity connections [B•T, Sept. 27, 1954, *et seq.*].

UPCOMING

May 23-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.

May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.

May 25: Senate Appropriations Subcommittee recall hearing on FCC budget for fiscal 1956, G-16 Capitol Bldg., 2 p.m.

For other Upcomings see page 155.

PEOPLE

ERNEST KOSS named director of sales for Mutual-WOR Recording Studios, N. Y. Before joining studios in 1949, Mr. Koss was with Muzak for four years and prior to that with World Broadcasting System as production executive. He will supervise sales activities of recording division.

AL RYLANDER, manager of exploitation, Columbia Pictures, appointed to new NBC post of director of exploitation.

DAVE GRIFFITH, sports and special events director, WTVU (TV) Scranton, Pa., to WQAN same city as account executive.

ARTHUR GODFREY, CBS radio and television personality, to start 10th year as nighttime network star with special one-hour simulcast July 13.

Tv Inc. Plans Meeting; Joe Floyd Heads Film Group

TV INC., station-owner collective film buying organization, will hold meeting Tuesday in Sheraton Park Hotel during NARTB Washington convention. Session scheduled in suite of KDUB-TV Lubbock for members unable to attend meetings in Chicago last week.

Joe Floyd, president of KELO-TV Sioux Falls, S. D., elected president and board chairman; W. D. (Dub) Rogers, KDUB-TV Lubbock, elected executive vice president and director; Ed Craney and Jim Manning, KXLF Butte, Mont., treasurer-director and secretary-director, respectively. Other directors: Gene De Young, KERO-TV Bakersfield, Calif.; Tom Bostic, KIMA-TV Yakima, Wash.; Mel Wheeler, WEAR-TV Pensacola, Fla., and Herb Jacobs, tv distributor, New York.

Membership comprises 62 stations signed or about to join, it was reported.

Wisconsin Merger Approved

APPROVAL to merger of ch. 5 WFRV-TV Green Bay with ch. 42 WNAM-TV Neenah-Menasha, Wis., as ch. 5 outlet was reaffirmed by FCC Friday in decision denying protest by ch. 11 WMBV-TV Marinette, Wis. Making effective transfer grant approved in February but postponed pending protest hearing [B•T, Feb. 28], FCC found WMBV-TV failed to prove that Valley Telecasting Co., WFRV-TV operator, was involved in harassment of WMBV-TV or trafficking in permit.

Services for Neubert

FUNERAL services for H. Norman Neubert, 39, product manager for Lever Bros. and former manager of sales development, advertising and promotion for NBC Spot Sales, were to be held Saturday morning in New York and Saturday afternoon at St. Mary the Virgin Episcopal Church in Chappaqua, N. Y., where he resided. Mr. Neubert died Thursday after illness of about six weeks. He joined NBC in 1950 to organize and manage merchandising department for o&o stations. He moved into spot sales department's sales development, advertising and promotion management in 1951, and following year joined Lever Bros. as advertising manager (later product manager) for Surf and Swan. He leaves his wife, former Katherin Faulkner; three daughters; two sons; brother, and parents.

Louis A. Connelly Dies

LOUIS A. CONNELLY, 59, manager, government dept., RCA Engineering Products Div., died of heart attack Friday morning in Camden, N. J.